



Widgeo

Address: Dubai Media City

Contact: widgeo@gmail.com |

Website: <https://www.widgeo.net/SiteDoctor/>

Health Report : <http://kidbeast.com>

Examined at : 2020-03-21 08:13:29

Widgeo Website Performance found 12 major issues

SCORE 77.65

page title

page title : Kid Beast – The Best Products for Your Kids and Babies

Your page title does not exceed 60 characters. It's fine.

Knowledge Base

Title is the heading of the webpage. The sentence or string enclosed between html title tag () is the title of your website. Search engines searches for the title of your website and displays title along with your website address on search result. Title is the most important element for both SEO and social sharing. Title should be less than 50 to 60 characters because search engine typically displays this length of string or sentence on search result. A good title can consist the primary keyword, secondary keyword and brand name. For example a fictitious gaming information providing sites title may be like "the future of gaming information is here". A webpage title should contain a proper glimpse of the website. title is important element as an identification of your website for user experience, SEO and social sharing. So have a nice and catching title.

[Learn more](#)

Meta Description

Meta Description : The Best Products for Your Kids and Babies

Your meta description does not exceed 150 characters. It's fine.

Knowledge Base

Description is the full interpretation of your website content and features. Most often it is a short paragraph that describe what are features and information provided by the website to its visitors. You may consider it a advertising of your website. Although not important for search engine ranking but very important for hits or visits through search engine results. Description should be less than 150 character because search engine shows this length of paragraph on search result. And every page of website should contain an unique description to avoid description duplication. Description is the definition of your website for user experience so form it as complete but short and precise illustration of your website.

Meta Keyword

Meta Keyword :

Your site do not have any meta keyword.

Knowledge Base

Meta keywords are keywords inside Meta tags. Meta keywords are not likely to be used for search engine ranking. the words of title and description can be used as meta keywords. it is a good idea for SEO other than search engine ranking.

Single Keywords

Keyword	Occurrence	Density	Possible Spam
Reviews	10	2.008 %	No
Comment	7	1.406 %	No
Leave	7	1.406 %	Yes

Read	7	1.406 %	No
car	7	1.406 %	No
Tinh	7	1.406 %	No
Product	6	1.205 %	No
advertising	6	1.205 %	No
Kids	5	1.004 %	No
small	4	0.803 %	No
cars	4	0.803 %	No
Top	4	0.803 %	No
convertible	4	0.803 %	No
Double	4	0.803 %	No
seat	4	0.803 %	No
Stroller	4	0.803 %	No
Kids?	4	0.803 %	No
–	4	0.803 %	No
games	4	0.803 %	No
teens	4	0.803 %	No

Two Word Keywords

Keyword	Occurrence	Density	Possible Spam
in 2020	20	4.016 %	No
Tinh Leave	7	1.406 %	No
Read More	7	1.406 %	No
Leave a	7	1.406 %	No
2020 Tinh	7	1.406 %	No
a Comment	7	1.406 %	No
Comment on	7	1.406 %	No
Product Reviews	6	1.205 %	No
10 Best	6	1.205 %	No
The 10	4	0.803 %	No
small cars	4	0.803 %	No
best convertible	4	0.803 %	No
car seat	4	0.803 %	No
Best Bike	4	0.803 %	No
for small	4	0.803 %	No
seat for	4	0.803 %	No
Kids in	4	0.803 %	No
10 best	4	0.803 %	No
Top 10	4	0.803 %	No
2020 Product	4	0.803 %	No

Three Word Keywords

Keyword	Occurrence	Density	Possible Spam
Leave a Comment	7	1.406 %	No
Tinh Leave a	7	1.406 %	No
a Comment on	7	1.406 %	No
2020 Tinh Leave	7	1.406 %	No
best convertible car	4	0.803 %	No
10 best convertible	4	0.803 %	No
Top 10 best	4	0.803 %	No
convertible car seat	4	0.803 %	No
seat for small	4	0.803 %	No
cars in 2020	4	0.803 %	No
The 10 Best	4	0.803 %	No
for small cars	4	0.803 %	No
small cars in	4	0.803 %	No
Bike Trailers for	4	0.803 %	No
in 2020 Reviewed	4	0.803 %	No
2020 Product Reviews	4	0.803 %	No
in 2020 Product	4	0.803 %	No
Kids in 2020	4	0.803 %	No
for Kids in	4	0.803 %	No
Best Bike Trailers	4	0.803 %	No

Four Word Keywords

Keyword	Occurrence	Density	Possible Spam
2020 Tinh Leave a	7	1.406 %	No
Leave a Comment on	7	1.406 %	No
Tinh Leave a Comment	7	1.406 %	No
best convertible car seat	4	0.803 %	No
10 best convertible car	4	0.803 %	No
convertible car seat for	4	0.803 %	No
for small cars in	4	0.803 %	No
small cars in 2020	4	0.803 %	No
Top 10 best convertible	4	0.803 %	No
car seat for small	4	0.803 %	No
10 Best Bike Trailers	4	0.803 %	No
for Kids in 2020	4	0.803 %	No
Kids in 2020 Reviewed	4	0.803 %	No
in 2020 Product Reviews	4	0.803 %	No
Trailers for Kids in	4	0.803 %	No
Bike Trailers for Kids	4	0.803 %	No
Best games for teens	4	0.803 %	No
Best Bike Trailers for	4	0.803 %	No

The 10 Best Bike	4	0.803 %	No
seat for small cars	4	0.803 %	No

Keyword Usage

The most using keywords do not match with meta keywords.

Knowledge Base

Keyword usage is the using of your keywords inside Meta tags and contents of your website. Use keywords that describes your site properly for precise search engine result of your website.

Total Words

Total Words : 498

Knowledge Base

Unique words are uncommon words that reflects your site features and informations. Search engine metrics are not intended to use unique words as ranking factor but it is still useful to get a proper picture of your site contents. Using positive unique words like complete, perfect, shiny, is a good idea user experience.

Stop words are common words like all the preposition, some generic words like download, click me, offer, win etc. since most used keyword may be a slight factor for visitors you are encouraged to use more unique words and less stop words.

Text/HTML Ratio Test

Site failed text/HTML ratio test.

Text/HTML Ratio Test : 8%

Knowledge Base

The ideal page's ratio of text to HTML code must be lie between 20 to 60%. Because if it is come less than 20% it means you need to write more text in your web page while in case of more than

60% your page might be considered as spam.

HTML Headings

H1(1)

- [Kid Beast](#)

H2(8)

- [The 10 Best Bike Trailers for Kids in 2020 Reviewed](#)
- [10 Best baby trend car seats in 2020](#)
- [Best Toys for Crawling Babies \(Fun,interactive and developmental\) in 2020](#)
- [Top 10 best convertible car seat for small cars in 2020](#)
- [The 12 Best Double Jogger Stroller in 2020](#)
- [Best jogging stroller travel system \(2020 Reviews\)](#)
- [What's the Best Game Console for Kids? – 9 Best games for teens in 2020](#)
- [Posts navigation](#)

H3(3)

- [Search](#)
- [Recent](#)
- [Recommended Products](#)

H4(0)

H5(0)

H6(0)

Knowledge Base

h1 status is the existence of any content inside h1 tag. Although not important like Meta titles and descriptions for search engine ranking but still a good way to describe your contents in search engine result.

h2 status less important but should be used for proper understanding of your website for visitor.

Robot.txt

Your site have robot.txt

Robot.txt

> User-agent: * Crawl-Delay: 20

Knowledge Base

robots.txt is text file that reside on website root directory and contains the instruction for various robots (mainly search engine robots) for how to crawl and indexing your website for their webpage. robots.txt contains the search bots or others bots name, directory list allowed or disallowed to be indexing and crawling for bots, time delay for bots to crawl and indexing and even the sitemap url. A full access or a full restriction or customized access or restriction can be imposed through robots.txt.

robots.txt is very important for SEO. Your website directories will be crawled and indexed on search engine according to robots.txt instructions. So add a robots.txt file in your website root directory. Write it properly including your content enriched pages and other public pages and exclude any pages which contain sensitive information. Remember robots.txt instruction to restrict access to your sensitive information of your page is not formidable on web page security ground. So do not use it on security purpose.

[Learn more](#)

Sitemap

Your site have sitemap

Location: <http://kidbeast.com/sitemap.xml>

Knowledge Base

Sitemap is a xml file which contain full list of your website urls. It is used to include directories of your websites for crawling and indexing for search engine and access for users. it can help search engine robots for indexing your website more fast and deeply. It is roughly an opposite of robots.txt You can create a sitemap.xml by various free and paid service or you can write it with proper way (read about how write a sitemap).

Also keep these things in mind:

- 1) Sitemap must be less than 10 MB (10,485,760 bytes) and can contain maximum 50,000 urls. if you have more urls than this create multiple sitemap files and use a sitemap index file.
- 2) Put your sitemap in website root directory and add the url of your sitemap in robots.txt.
- 3) sitemap.xml can be compressed using gzip for faster loading.

Broken link: a broken link is an inaccessible link or url of a website. a higher rate of broken links have a negative effect on search engine ranking due to reduced link equity. it also has a bad impact on user experience. There are several reasons for broken link. All are listed below.

- 1) An incorrect link entered by you.
- 2) The destination website removed the linked web page given by you. (A common 404 error).
- 3) The destination website is irreversibly moved or not exists anymore. (Changing domain or site blocked or dysfunctional).
- 4) User may be behind some firewall or alike software or security mechanism that is blocking the access to the destination website.
- 5) You have provided a link to a site that is blocked by firewall or alike software for outside access.

[Learn more](#) or [Learn more](#)

Internal Vs. External Links

TOTAL INTERNAL LINKS? 45

TOTAL EXTERNAL LINKS? 1

Internal Links

- <https://kidbeast.com/>
- <https://kidbeast.com/best-bike-trailers-for-kids/>
- <https://kidbeast.com/wp-content/uploads/2020/01/eeaf3f7522dcdb8282cd.jpg>
- <https://kidbeast.com/best-bike-trailers-for-kids/>
- <https://kidbeast.com/author/tinh/>
- <https://kidbeast.com/best-bike-trailers-for-kids/#respond>
- <https://kidbeast.com/product-reviews/>
- <https://kidbeast.com/best-bike-trailers-for-kids/>
- <https://kidbeast.com/best-baby-trend-car-seats/>
- <https://kidbeast.com/wp-content/uploads/2019/11/best-car-seats-1-1.jpg>
- <https://kidbeast.com/best-baby-trend-car-seats/>

- <https://kidbeast.com/best-baby-trend-car-seats/#respond>
- <https://kidbeast.com/best-baby-trend-car-seats/>
- <https://kidbeast.com/best-toys-for-crawling-babies/>
- <https://kidbeast.com/wp-content/uploads/2019/09/adorable-baby-boy-315265.jpg>
- <https://kidbeast.com/best-toys-for-crawling-babies/>
- <https://kidbeast.com/best-toys-for-crawling-babies/#respond>
- <https://kidbeast.com/best-toys-for-crawling-babies/>
- <https://kidbeast.com/best-convertible-car-seat-for-small-cars/>
- <https://kidbeast.com/best-convertible-car-seat-for-small-cars/#respond>
- <https://kidbeast.com/best-convertible-car-seat-for-small-cars/>
- <https://kidbeast.com/best-double-jogger-stroller/>
- <https://kidbeast.com/wp-content/uploads/2020/01/81084bce0c74f52aac65.jpg>
- <https://kidbeast.com/best-double-jogger-stroller/>
- <https://kidbeast.com/best-double-jogger-stroller/#respond>
- <https://kidbeast.com/best-double-jogger-stroller/>
- <https://kidbeast.com/best-jogging-stroller-travel-system/>
- <https://kidbeast.com/wp-content/uploads/2019/12/17666ac3a960503e0971.jpg>
- <https://kidbeast.com/best-jogging-stroller-travel-system/>
- <https://kidbeast.com/best-jogging-stroller-travel-system/#respond>
- <https://kidbeast.com/best-jogging-stroller-travel-system/>
- <https://kidbeast.com/best-game-console-for-kids/>
- <https://kidbeast.com/wp-content/uploads/2019/11/92c849c24394bacae385.png>
- <https://kidbeast.com/best-game-console-for-kids/>
- <https://kidbeast.com/best-game-console-for-kids/#respond>
- <https://kidbeast.com/buyers-guide/>
- <https://kidbeast.com/best-game-console-for-kids/>
- <https://kidbeast.com/page/2/>
- <https://kidbeast.com/page/7/>
- <https://kidbeast.com/page/2/>
- <https://kidbeast.com/best-convertible-car-seat-for-small-cars/>
- <https://kidbeast.com/best-double-jogger-stroller/>
- <https://kidbeast.com/best-bike-trailers-for-kids/>
- <https://kidbeast.com/best-jogging-stroller-travel-system/>
- <https://kidbeast.com/best-game-console-for-kids/>

External Links

- <https://themefarmer.com/free-themes/newstore/>

Alexa Rank

TRAFFIC RANK 3250580

REACH RANK 2944115

TOP COUNTRY

TOP COUNTRY RANK

Domain IP Information

ISP A2 Hosting

IP 68.66.224.43

ORGANIZATION NeuStar

CITY

COUNTRY United States

TIME ZONE

LONGITUDE -97.822000

LATITUDE 37.751000

NoIndex , NoFollow, DoFollow Links

TOTAL NOINDEX LINKS

TOTAL NOFOLLOW LINKS

TOTAL DOFOLLOW LINKS 46

NOINDEX ENABLED BY META ROBOT? No

NOFOLLOW ENABLED BY META ROBOT? No

NoIndex Links

NoFollow Links

Knowledge Base

NoIndex : noindex directive is a meta tag value. noindex directive is for not to show your website on search engine results. You must not set 'noindex' as value in meta tags if you want to be your website on search engine result.

By default, a webpage is set to “index.” You should add a `<meta name="robots" content="noindex" />` directive to a webpage in the `<head>` section of the HTML if you do not want search engines to crawl a given page and include it in the SERPs (Search Engine Results Pages).

DoFollow & NoFollow : nofollow directive is a meta tag value. Nofollow directive is for not to follow any links of your website by search engine bots. You must not set ‘nofollow’ as value in meta tags if you want follow your link by search engine bots.

By default, links are set to “follow.” You would set a link to “nofollow” in this way: `Anchor Text` if you want to suggest to Google that the hyperlink should not pass any link equity/SEO value to the link target.

[Learn more](#)

SEO Friendly Links

Links of your site are SEO friendly.

Knowledge Base

An SEO friendly link is roughly follows these rules. The url should contain dash as a separator, not to contain parameters and numbers and should be static urls.

To resolve this use these techniques.

- 1) Replace underscore or other separator by dash, clean url by deleting or replacing number and parameters.
- 2) Merge your www and non www urls.
- 3) Do not use dynamic and related urls. Create an xml sitemap for proper indexing of search engine.
- 4) Block unfriendly and irrelevant links through robots.txt.
- 5) Endorse your canonical urls in canonical tag.

[Learn more](#)

Favicon

Your site have favicon.

[Learn more](#)

Image 'alt' Test

Your site does not have any image without alt text.

Knowledge Base

An alternate title for image. Alt attribute content to describe an image. It is necessary for notifying search engine spider and improve actability to your website. So put a suitable title for your image at least those are your website content not including the images for designing your website. To resolve this put a suitable title in your alt attributes.

[Learn more](#)

DOC Type

DOC Type : `<!doctype html>`

Page have doc type.

Knowledge Base

doc type is not SEO factor but it is checked for validating your web page. So set a doctype at your html page.

[Learn more](#)

Deprecated HTML Tag

Your site have 2 depreciated HTML tags.

Deprecated HTML Tags

- applet : 0
- basefont : 0
- center : 0
- dir : 0
- font : 2
- isindex : 0

- menu : 0
- s : 0
- strike : 0
- u : 0

Knowledge Base

Older HTML tags and attributes that have been superseded by other more functional or flexible alternatives (whether as HTML or as CSS) are declared as deprecated in HTML4 by the W3C - the consortium that sets the HTML standards. Browsers should continue to support deprecated tags and attributes, but eventually these tags are likely to become obsolete and so future support cannot be guaranteed.

HTML Page Size

HTML Page Size : 60 KB

HTML page size is \leq 100KB

Knowledge Base

HTML page size is the one of the main factors of webpage loading time. It should be less than 100 KB according to google recommendation. Note that, this size not including external css, js or images files. So small page size less loading time.

To reduce your page size do this steps

- 1) Move all your css and js code to external file.
- 2) make sure your text content be on top of the page so that it can displayed before full page loading.
- 3) Reduce or compress all the image, flash media file etc. will be better if these files are less than 100 KB

[Learn more](#)

GZIP Compression

GZIP Compressed Size : 11 KB

GZIP compression is enabled.

Knowledge Base

GZIP is a generic compressor that can be applied to any stream of bytes: under the hood it remembers some of the previously seen content and attempts to find and replace duplicate data fragments in an efficient way - for the curious, great low-level explanation of GZIP. However, in practice, GZIP performs best on text-based content, often achieving compression rates of as high as 70-90% for larger files, whereas running GZIP on assets that are already compressed via alternative algorithms (e.g. most image formats) yields little to no improvement. It is also recommended that, GZIP compressed size should be ≤ 33 KB

Inline CSS

Your site have 8 inline css.

Inline CSS

- `<div class='code-block code-block-3' style='margin: 8px 0; clear: both;'></div>`
- `<div style="border: 2px dashed #00cc00; padding:15px 10px 15px 10px; line-height: normal;"></div>`
- ``
- `<div class='code-block code-block-3' style='margin: 8px 0; clear: both;'></div>`
- `<div style="border: 2px dashed #00cc00; padding:15px 10px 15px 10px; line-height: normal;"></div>`
- ``
- ``
- `<div class='code-block code-block-4' style='margin: 8px 0; clear: both;'></div>`

Knowledge Base

Inline css is the css code reside in html page under html tags not in external .css file. Inline css increases the loading time of your webpage which is an important search engine ranking factor. So try not to use inline css.

Internal CSS

Your site have 7 internal css.

Knowledge Base

Internal css is the css codes which resides on html page inside style tag. Internal css is increases loading time since no page caching is possible for internal css. Try to put your css code in external file.

Micro Data Schema Test

Site failed micro data schema test.

Knowledge Base

Micro data is the information underlying a html string or paragraph. Consider a string "Avatar", it could refer a profile picture on forum, blog or social networking site or may it refer to a highly successful 3D movie. Microdot is used to specify the reference or underlying information about an html string. Microdata gives chances to search engine and other application for better understanding of your content and better display significantly on search result.

[Learn more](#)

IP & DNS Report

IPV4 68.66.224.43

IPV6 Not Compatiable

DNS Report

SL	Host	Class	TTL	Type	PRI	Target	IP
1	kidbeast.com	IN	14399	A			68.66.224.43
2	kidbeast.com	IN	21599	NS		ns3.a2hosting.com	
3	kidbeast.com	IN	21599	NS		ns2.a2hosting.com	
4	kidbeast.com	IN	21599	NS		ns1.a2hosting.com	
5	kidbeast.com	IN	21599	NS		ns4.a2hosting.com	
6	kidbeast.com	IN	14399	MX	0	kidbeast.com	

IP Canonicalization Test

Site failed IP canonicalization test.

Knowledge Base

If multiple domain name is registered under single ip address the search bots can label other sites as duplicates of one sites. This is ip canonicalization. Little bit like url canonicalizaion. To solve this use redirects.

[Learn more](#)

URL Canonicalization Test

Site passed URL canonicalization test.

Knowledge Base

Canonical tags make your all urls those lead to a single address or webpage into a single url. Like :

```
<link rel="canonical" href="https://mywebsite.com/home" />
```

```
<link rel="canonical" href="https://www.mywebsite.com/home" />
```

Both refer to the link mywebsite.com/home. So all the different url with same content or page

now comes under the link or url mywebsite.com/home. Which will boost up your search engine ranking by eliminating content duplication. Use canonical tag for all the same urls.

[Learn more](#)

Plain Text Email Test

Site passed plain text email test. No plain text email found.

Knowledge Base

Plain text email address is vulnerable to email scrapping agents. An email scrapping agent crawls your website and collects every Email address which written in plain text. So existence of plain text email address in your website can help spammers in email Harvesting. This could be a bad sign for search engine.

To fight this you can obfuscate your email addresses in several ways:

- 1) CSS pseudo classes.
- 2) Writing backward your email address.
- 3) Turn of display using css.
- 4) Obfuscate your email address using javascript.
- 5) Using wordpress and php (wordpress site only).

[Learn more](#)

CURL Response

url	https://kidbeast.com/	content type	text/html; charset=UTF-8
http code	200	header size	687
request size	254	filetime	-1
ssl verify result	0	redirect count	1
total time	1.020446	namelookup time	0.062398
connect time	0.195952	pretransfer time	0.277699
size upload	0	size download	61673
speed download	60463	speed upload	0
download content length	61673	upload content length	-1
starttransfer time	0.887053	redirect time	0.19655
redirect url		primary ip	68.66.224.43
certinfo		primary port	443
local ip	10.121.0.10	local port	40606

Mobile Friendly Check

Mobile Friendly : Unknown

Score : Unknown

Localized Rule Name

Rule Impact

No data to show.

CMS:

Locale:

Roboted Resources:

Transient Fetch Failure Resources:

Google Page Speed Insight (Mobile)

PAGE SPEED 64

USABILITY SCORE 89

Page Statistics

numberResources	97	numberHosts	17
totalRequestBytes	15389	numberStaticResources	80
htmlResponseBytes	77851	overTheWireResponseBytes	1949076
cssResponseBytes	1234625	imageResponseBytes	1107011
javascriptResponseBytes	2028403	otherResponseBytes	119870
numberJsResources	46	numberCssResources	26

Avoid App Install Interstitials That Hide Content

Your page does not appear to have any app install interstitials that hide a significant amount of content. Learn more about the importance of [avoiding the use of app install interstitials](#).

Avoid Plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

Configure Viewport

Your Page Specifies A Viewport Matching The Device's Size, Which Allows It To Render Properly On All Devices. Learn More About [configuring viewports](#).

Size Content To Viewport

The page content is too wide for the viewport, forcing the user to scroll horizontally.

[Size the page content to the viewport](#) to provide a better user experience.

The Page Content Is 415CSS pixels wide, but the viewport is only 412CSS pixels wide. The following elements fall outside the viewport:

- `<h1 class="site-title">Kid Beast</h1>`
- `<p class="site-description">The Best Produ...ids and Babies</p>`

Size Tap Targets Appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider [making these tap targets larger](#) to provide a better user experience. The following tap targets are close to other nearby tap targets and may need additional spacing around them.

- The tap target `` is close to 11 other tap targets
- The tap target `January 1, 2020March 14, 2020` is close to 13 other tap targets
- The tap target `January 1, 2020March 14, 2020` is close to 27 other tap targets
- The tap target `Leave a Commen...2020 Reviewed` is close to 6 other tap targets
- The tap target `Top 10 best co...l cars in 2020` is close to 4 other tap targets
- The tap target `` is close to 1 other tap targets

Use Legible Font Sizes

The text on your page is legible. Learn more about [using legible font sizes](#).

Landing Page Redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#)

GZIP Compression

You have compression enabled. Learn more about [enabling compression](#).

Leverage Browser Caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network. [Leverage browser caching](#) for the following cacheable resources:

- https://assets.pinterest.com/js/pinit_main.js?0.8581563485786319
- <https://assets.pinterest.com/js/pinit.js>
- <https://z-na.amazon-adsystem.com/widgets/onejs?MarketPlace=US&adInstanceId=f13e7e9f-f06a-4d91-8d04-fec8da30e106>
- <https://syndication.twitter.com/settings>
- <https://www.googletagmanager.com/gtag/js?id=G-RYPTN2NJBj&l=dataLayer&cx=c>
- <https://www.googletagmanager.com/gtag/js?id=UA-142520834-2>
- https://connect.facebook.net/en_US/sdk.js
- <https://platform.twitter.com/widgets.js>
- <https://platform.linkedin.com/in.js>
- <https://www.google-analytics.com/analytics.js>

Server Response Time

In our test, your server responded in <https://developers.google.com/speed/docs/insights/Server>. There are many factors that can slow down your server response time.

[Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

[Minify CSS](#) for the following resources to reduce their size by 9.3KiB (22%reduction).

- <https://kidbeast.com/wp-content/themes/newstore/style.css?ver=5.3.2> could save 3.4KiB (27%reduction)
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/css/catalogue-style.css?ver=4.4.7> could save 2.2KiB (25%reduction)
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/css/upcp-jquery-ui.css?ver=5.3.2> could save 1.4KiB (25%reduction)
- <https://kidbeast.com/wp-content/plugins/ultimate-social-media-icons/css/sfsi-style.css?ver=5.3.2> could save 1.1KiB (12%reduction)
- <https://kidbeast.com/wp-content/themes/newstore/css/main-nav.css?ver=5.3.2> could save 624B (22%reduction)
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/css/catalogue-style-mobile.css?ver=5.3.2> could save 351B (22%reduction)

- <https://kidbeast.com/wp-content/themes/newstore/css/owl.carousel.min.css?ver=5.3.2> could save 120B (12%reduction)
- <https://kidbeast.com/wp-content/themes/newstore/css/owl.theme.default.min.css?ver=5.3.2> could save 113B (24%reduction)

Minify HTML

Your HTML is minified. Learn more about [minifying HTML](#).

Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

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- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/js/upcp-jquery-functions.js?ver=4.4.7a> could save 1.1KiB (15%reduction)
- <https://kidbeast.com/wp-content/themes/newstore/js/custom-script.js?ver=5.3.2> could save 1.1KiB (26%reduction)
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- <https://kidbeast.com/wp-content/plugins/woo-tools/modules/smart-variation-swatches/js/smart-variation-swatches.js> could save 134B (41%reduction)
- <https://kidbeast.com/wp-includes/js/jquery/jquery.masonry.min.js?ver=3.1.2b> could save 119B (17%reduction)
- <https://kidbeast.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4> could save 113B (12%reduction)

Render-blocking JavaScript And CSS

Your page has (16) blocking script resources and (26) blocking CSS resources. This causes a delay in rendering your page. None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Render-blocking JavaScript

- <https://kidbeast.com/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp>
- <https://kidbeast.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <https://kidbeast.com/wp-includes/js/jquery/ui/core.min.js?ver=1.11.4>
- <https://kidbeast.com/wp-includes/js/jquery/ui/widget.min.js?ver=1.11.4>
- <https://kidbeast.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4>
- <https://kidbeast.com/wp-includes/js/jquery/ui/slider.min.js?ver=1.11.4>
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/js/catalogue-style.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/js/upcp-jquery-functions.js?ver=4.4.7a>
- <https://kidbeast.com/wp-content/themes/newstore/js/owl.carousel.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/simple-lightbox.min.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/popper.min.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/bootstrap.min.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/jquery.ez-plus-custom.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/jquery.sticky-sidebar.min.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/skip-link-focus-fix.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/custom-script.js?ver=5.3.2>

Render-blocking CSS

- <https://kidbeast.com/wp-includes/css/dist/block-library/style.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-includes/css/dist/components/style.min.css?ver=5.3.2>
- <https://fonts.googleapis.com/css?family=Noto+Serif%3A400%2C400i%2C700%2C700i&ver=5.3.2>
- <https://kidbeast.com/wp-includes/css/dist/block-editor/style.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-includes/css/dist/nux/style.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-includes/css/dist/editor/style.min.css?ver=5.3.2>

- <https://kidbeast.com/wp-content/plugins/i2-pro-cons/dist/blocks.editor.build.css?ver=1.2.2>
- <https://kidbeast.com/wp-content/plugins/i2-pro-cons/dist/fonts/styles.css?ver=1.2.2>
- https://kidbeast.com/wp-content/plugins/thrive-visual-editor/editor/css/thrive_flat.css?ver=2.4.6.2
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/css/catalogue-style.css?ver=4.4.7a>
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/css/catalogue-style-mobile.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/css/upcp-jquery-ui.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/plugins/ultimate-social-media-icons/css/sfsi-style.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/plugins/woo-tools/modules/smart-variation-swatches/css/smart-variation-swatches.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/plugins/woo-tools/assets/css/tfwctool-style.css?ver=5.3.2>
- <https://fonts.googleapis.com/css?family=Open+Sans&ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/animate.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/bootstrap.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/owl.carousel.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/owl.theme.default.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/simplelightbox.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/font-awesome.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/main-nav.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/plugins/tablepress/css/default.min.css?ver=1.10>
- <https://kidbeast.com/wp-content/themes/newstore/style.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/media-style.css?ver=5.3.2>

Optimize Images

Properly formatting and compressing images can save many bytes of data.

[Optimize the following images](#) to reduce their transfer size by 31.4KiB (61%reduction).

- <https://kidbeast.com/wp-content/uploads/2019/11/best-car-seats-1-1-500x250.jpg> could save 31.4KiB (61%reduction)

Prioritize Visible Content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

Google Page Speed Insight (Desktop)

Page Statistics

numberResources	97	numberHosts	17
totalRequestBytes	15388	numberStaticResources	80
htmlResponseBytes	77852	overTheWireResponseBytes	1271310
cssResponseBytes	1234435	imageResponseBytes	423363
javascriptResponseBytes	2022053	otherResponseBytes	125943
numberJsResources	46	numberCssResources	26

PAGE SPEED 79

Landing Page Redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#)

GZIP Compression

You have compression enabled. Learn more about [enabling compression](#).

Leverage Browser Caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- https://assets.pinterest.com/js/pinit_main.js?0.8581563485786319
- <https://assets.pinterest.com/js/pinit.js>
- <https://z-na.amazon-adsystem.com/widgets/onejs?MarketPlace=US&adInstanceId=f13e7e9f-f06a-4d91-8d04-fec8da30e106>
- <https://syndication.twitter.com/settings>
- <https://www.googletagmanager.com/gtag/js?id=G-RYPTN2NJB&l=dataLayer&cx=c>
- <https://www.googletagmanager.com/gtag/js?id=UA-142520834-2>
- https://connect.facebook.net/en_US/sdk.js
- <https://platform.twitter.com/widgets.js>
- <https://platform.linkedin.com/in.js>
- <https://www.google-analytics.com/analytics.js>

Server Response Time

In our test, your server responded in <https://developers.google.com/speed/docs/insights/Server>.

There are many factors that can slow down your server response time.

[Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

[Minify CSS](#) for the following resources to reduce their size by 9.3KiB (22%reduction).

- <https://kidbeast.com/wp-content/themes/newstore/style.css?ver=5.3.2> could save 3.4KiB (27%reduction)
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/css/catalogue-style.css?ver=4.4.7> could save 2.2KiB (25%reduction)
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/css/upcp-jquery-ui.css?ver=5.3.2> could save 1.4KiB (25%reduction)
- <https://kidbeast.com/wp-content/plugins/ultimate-social-media-icons/css/sfsi-style.css?ver=5.3.2> could save 1.1KiB (12%reduction)
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- <https://kidbeast.com/wp-content/plugins/ultimate-social-media-icons/js/custom.js?ver=5.3.2> could save 698B (15%reduction)
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Render-blocking JavaScript And CSS

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Render-blocking JavaScript

- <https://kidbeast.com/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp>
- <https://kidbeast.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>
- <https://kidbeast.com/wp-includes/js/jquery/ui/core.min.js?ver=1.11.4>
- <https://kidbeast.com/wp-includes/js/jquery/ui/widget.min.js?ver=1.11.4>
- <https://kidbeast.com/wp-includes/js/jquery/ui/mouse.min.js?ver=1.11.4>
- <https://kidbeast.com/wp-includes/js/jquery/ui/slider.min.js?ver=1.11.4>
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/js/catalogue-style.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/plugins/ultimate-product-catalogue/js/upcp-jquery-functions.js?ver=4.4.7a>
- <https://kidbeast.com/wp-content/themes/newstore/js/owl.carousel.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/simple-lightbox.min.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/popper.min.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/bootstrap.min.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/jquery.ez-plus-custom.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/jquery.sticky-sidebar.min.js?ver=5>

.3.2

- <https://kidbeast.com/wp-content/themes/newstore/js/skip-link-focus-fix.js?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/js/custom-script.js?ver=5.3.2>

Render-blocking CSS

- <https://kidbeast.com/wp-includes/css/dist/block-library/style.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-includes/css/dist/components/style.min.css?ver=5.3.2>
- <https://fonts.googleapis.com/css?family=Noto+Serif%3A400%2C400i%2C700%2C700i&ver=5.3.2>
- <https://kidbeast.com/wp-includes/css/dist/block-editor/style.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-includes/css/dist/nux/style.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-includes/css/dist/editor/style.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/plugins/i2-pro-cons/dist/blocks.editor.build.css?ver=1.2.2>
- <https://kidbeast.com/wp-content/plugins/i2-pro-cons/dist/fonts/styles.css?ver=1.2.2>
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- <https://kidbeast.com/wp-content/plugins/woo-tools/assets/css/tfwctool-style.css?ver=5.3.2>
- <https://fonts.googleapis.com/css?family=Open+Sans&ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/animate.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/bootstrap.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/owl.carousel.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/owl.theme.default.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/simplelightbox.min.css?ver=5.3.2>

- <https://kidbeast.com/wp-content/themes/newstore/css/font-awesome.min.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/main-nav.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/plugins/tablepress/css/default.min.css?ver=1.10>
- <https://kidbeast.com/wp-content/themes/newstore/style.css?ver=5.3.2>
- <https://kidbeast.com/wp-content/themes/newstore/css/media-style.css?ver=5.3.2>

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